

MARKETING COMMITTEE MEETING MINUTES
TUESDAY, JANUARY 20, 2015
SISTER BAY-LIBERTY GROVE FIRE STATION – 2258 MILL ROAD

The January 20, 2015 meeting of the Marketing Committee was called to order by Committee Chair Shane Solomon at 3:00 P.M.

Present: Committee Chair Shane Solomon and members Kathy Enquist and Drew Bickford.

Excused: Tara Gokey

Staff Members: Village Administrator Zeke Jackson, Marina Manager Wendy Tatzel, and Assistant Administrator Janal Suppanz.

Others: Paige Funkhouser, Pita Katobalavu and Kay Halbrook.

Comments, correspondence and concerns from the public:

Solomon asked if anyone wished to address a non-agenda item. No one responded. He also noted that no correspondence had been received.

Approval of the Agenda:

A motion was made by Solomon, seconded by Bickford that the Agenda for the January 20, 2015 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Approval of the Minutes as published:

A motion was made by Solomon, seconded by Bickford that the minutes for the December 11, 2014 meeting of the Marketing Committee be approved as presented. Motion carried – All ayes.

Business Items:

Item No. 2. Discussion regarding funding for “Midwest Sunplash”; and consider a motion for action if appropriate:

A. Use of Sports Complex for camping

B. Closure of Mill Road for Vendors

The Festival of the Arts will be conducted in the Village on August 8, 2015, and the SBAA is recommending that “Midwest Sunplash”, a diverse music festival, be brought to the Village on that same weekend. Ideally the Performance Pavilion and the surrounding parkland will be utilized for “Midwest Sunsplash”, but that may not be possible because work will have commenced on the Beach Project and the Highway Reconstruction Project, and a number of safety and logistical issues could arise.

Pita Katobalavu, the founder of *Unity*, and Kay Halbrook presented a brochure regarding “Midwest Sunsplash”. That event has been going on since 2012 in towns and cities throughout the Midwest, and sponsorships are solicited for it by Katobalavu and Halbrook and their associates. Admission fees are charged and color coded wristbands utilized. Celtic dancers as well as a diverse variety of musicians would perform during “Midwest

1 Sunsplash", and the event would kick off on Friday night and conclude at midnight on
2 Saturday. In order to maintain order it may be necessary for temporary fencing to be
3 installed on the festival grounds. One issue which will arise for some of the festival
4 attendees will be that reasonably priced lodging is not readily available in the Sister Bay
5 area. Therefore, the suggestion has been made that people be allowed to camp at the
6 Sports Complex for a fee. Food and drink tickets would be utilized and vendors are on site
7 in individual booths or tents, but they must pay entry fees. If Village officials decide to
8 allow "Midwest Sunsplash" to be conducted in the Village Katobalavu and Halbrook
9 would like to see a formal five year contract entered into. That contract will address a
10 number of issues, including how profits will be split and it will contain a "non-compete"
11 clause.
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13 *Several of the Committee members agreed that a number of logistical issues could arise if*
14 *Waterfront Park is utilized for "Midwest Sunsplash", and the suggestion was made that the*
15 *Dog Park be utilized as it is already fenced. It was the consensus that unless the pavilion*
16 *and surrounding parklands are accessible and safe on August 8 and 9, 2015, the Dog Park*
17 *shall be utilized.*
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19 *A motion was made by Solomon, seconded by Bickford that the Marketing Committee*
20 *grants permission for Village properties and facilities to be utilized for "Midwest*
21 *Sunsplash", which will be conducted in Sister Bay on August 8 and 9, 2015. A formal*
22 *contract shall be entered into with Pita Katobalavu and Kay Halbrook, and \$15,000 of*
23 *Marketing Committee funds shall be appropriated to cover expenses related to the festival.*
24 *Motion carried – All ayes.*
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26 *A motion was made by Enquist seconded by Bickford that the Marketing Committee*
27 *recommends that Village officials allow the Sports Complex to be utilized for "for fee"*
28 *camping during "Midwest Sunsplash". Motion carried – All ayes.*
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30 *A motion was made by Solomon, seconded by Bickford that if it becomes necessary, Mill*
31 *Road shall be closed during "Midwest Sunsplash". Motion carried – All ayes.*
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33 **Item No. 1. Discussion regarding funding for the Village-Wide Rummage Sale and the**
34 **Sister Bay Car Show; and consider a motion for action if appropriate:**

35 **A. \$6,000 budgeted in General Government Account**

36 **B. Closure of Mill Road for Vendors**

37 Denise Bhirdo and Sharon Doersching have indicated that they are no longer interested in
38 organizing the Village-Wide Rummage Sale, which has been conducted on the Saturday
39 before Memorial Day Weekend for approximately ten years. Bhirdo asked if the SBAA
40 would be willing to take over the Rummage Sale, but the SBAA Board of Directors
41 declined. The Car Show will again be conducted on the Sunday of Memorial Day weekend
42 in the Shopko parking lot. The Village does not have the staff or resources to organize and
43 market two large events which occur within two weeks of one another. Therefore, Jackson
44 is suggesting that some of the aspects of the Rummage Sale as well as the car show be
45 turned over to an outside agent. That person would be charged with soliciting sponsors
46 and doing marketing and would also be expected to grow the Rummage Sale by bringing
47 in outside vendors.
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1 A motion was made by Enquist, seconded by Solomon that the Village-Wide Rummage
2 Sale shall again be conducted. Village staff members shall prepare and distribute
3 registration forms, process them, collect entry fees, and see that the Rummage Sale Map is
4 prepared, but an outside agent shall be retained to grow the Rummage Sale in whatever
5 fashion he or she deems appropriate. The outside agent will be allowed to reserve and
6 utilize Village facilities and/or properties for no charge, but he or she will be required to
7 pay 10% of the profits he or she realizes to the Village. Motion carried – All ayes.

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9 **Item No. 4. Discussion regarding goal/expectation setting for the SBAA and/or the Village
10 on activities; and consider a motion for action if necessary:**

11 The Village provides annual support to the SBAA, but at the present time there are no
12 written directives regarding goal/expectation setting for the SBAA or the Village with
13 respect to how the SBAA is operated or functions. Village officials believe such a
14 document would be a very useful tool for both entities, and a draft of an Operating
15 Agreement was included in the meeting packets. During the review process Funkhouser
16 distributed a copy of the revisions she is suggesting, but did note that none of those
17 revisions have been approved by the SBAA Board of Directors yet. The Board members
18 jointly reviewed the agreement which was included in the meeting packets, and Jackson
19 took note of all suggested revisions.

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21 A motion was made by Solomon, seconded by Bickford that the Marketing Committee
22 recommends that the Operating Agreement which was reviewed at this meeting be
23 approved as amended. Motion carried – All ayes.

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25 **Item No. 3. Discussion regarding the focus of 2015 marketing; and consider a motion for
26 action if appropriate:**

27 Funkhouser noted that it is imperative that bands and performers be booked relatively soon
28 for the small events the Marketing Committee has agreed to fund. Due to time constraints it
29 was the consensus that this issue shall be addressed at the next meeting of the Committee.

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31 A motion was made by Solomon, seconded by Bickford that Agenda Item No. 3 –
32 Discussion regarding the focus of 2015 marketing; and consider a motion for action if
33 appropriate, be tabled until the next meeting of the Marketing Committee. Motion carried –
34 All ayes.

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36 **Item No. 6. Consider a motion to discuss matters to be placed on a future agenda or
37 referred to a committee, official or employee:**

38 The next meeting of the Marketing Committee was scheduled for 8:30 A.M. on Friday,
39 February 6, 2015.

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41 The following issues will be addressed at that meeting:

- 42 A. Discussion regarding the focus of 2015 marketing; and consider a motion for action
43 if appropriate.

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45 **Adjournment:**

46 A motion was made by Solomon, seconded by Enquist to adjourn the meeting of the
47 Marketing Committee at 6:31 P.M. Motion carried – All ayes.

1 Respectfully submitted,

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3 Janal Suppanz,
4 Assistant Administrator

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